



Print Date 09/27/12

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Order Sep 00:13:00

Estimate #

Alt Order #

Billing Type Cash

Order Type	GENERAL
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Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes	POL	POL	CAND
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Product Codes PL

Priority P-1

Advertiser Ref

Contract / Revision 310842 /

Original Date / Revision
09/12/12 09/27/12

Advertiser **Paton / Republican / Congre**Agency **Strategic Media Services**

Buying Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Product

Paton for Congress

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 16% Market Value 75312

Competing Station	% of Order	Amount
CABLE	%	0
KASW	1%	753
KDRX	%	0
KPHO	26%	19581
KPNX	18%	13556
KPPX	%	0
KSAZ	21%	15815
KTVK	18%	13556
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	18	\$10,242.50	\$12,050.00	0.00	08/27/12	09/30/12	0	\$0.00	\$0.00
Totals	18	\$10,242.50	\$12,050.00	0.00	10/01/12	10/03/12	18	\$10,242.50	\$12,050.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	09/27/12	09/28/12	M-F 6-7am M-F 6-7am	CM	6am-7am	---TF--	:30	2	\$250.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	---TF--	2		\$250.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	09/24/12-09/30/12		M-F 6-7am		6am-7am	---ThF---	:30		(\$250.00)		0.00	NM		
Credited															
2	KNXV	09/24/12-09/30/12		M-F 6-7am		6am-7am	---ThF---	:30		(\$250.00)		0.00	NM		
Credited															



KNXV

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Contract / Revision **310842** Flight Dates **09/27/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/27/12

Order Sep 00:13:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	KNXV	10/01/12	10/02/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MT-----	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	MT-----	2		\$250.00		0.00					
N 3	KNXV	09/27/12	09/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	---TF--	:30	2	\$250.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	---TF--	2		\$250.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	09/24/12-09/30/12		M-F 7-9am	7am-9am		---ThF----	:30	(\$250.00)	0.00	NM			
Credited														
2	KNXV	09/24/12-09/30/12		M-F 7-9am	7am-9am		---ThF----	:30	(\$250.00)	0.00	NM			
Credited														
N 4	KNXV	10/02/12	10/03/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TW----	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-TW----	2		\$250.00		0.00					
N 5	KNXV	09/27/12	09/27/12	M-F 10am-11am The View	CM	10am-11am	---T---	:30	1	\$450.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	---T---	1		\$450.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	09/24/12-09/30/12		M-F 10am-11am	10am-11am		---Th-----	:30	(\$450.00)	0.00	NM			
Credited														
N 6	KNXV	10/02/12	10/02/12	M-F 10am-11am The View	CM	10am-11am	-T-----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-T-----	1		\$450.00		0.00					
N 7	KNXV	09/27/12	09/28/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	---TF--	:30	2	\$350.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	---TF--	2		\$350.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	09/24/12-09/30/12		M-F 430pm-5pm	430pm-5pm		---ThF----	:30	(\$350.00)	0.00	NM			
Credited														
2	KNXV	09/24/12-09/30/12		M-F 430pm-5pm	430pm-5pm		---ThF----	:30	(\$350.00)	0.00	NM			
Credited														
N 8	KNXV	10/02/12	10/03/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	-TW----	:30	2	\$350.00	P-3	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	-TW----	2		\$350.00		0.00					
N 9	KNXV	09/28/12	09/28/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	----F--	:30	1	\$550.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	----F--	1		\$550.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	09/24/12-09/30/12		M-F 5pm-530pm	5pm-530pm		-----F----	:30	(\$550.00)	0.00	NM			
Credited														
N 10	KNXV	10/01/12	10/03/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTW----	:30	3	\$550.00	P-3	0.00 NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision **310842** Flight Dates **09/27/12-10/03/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/27/12

Order Sep 00:13:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 10	KNXV	10/01/12	10/03/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTW----	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					3	\$550.00		0.00			
N 11	KNXV	09/27/12	09/28/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	---TF--	:30	2	\$500.00	P-3	0.00	NM	0	\$0.00
Rate revised from \$550 due to LUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---TF--					2	\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	09/24/12-09/30/12		M-F 6pm-630pm		6pm-630pm	---ThF----	:30		(\$500.00)		0.00	NM		
Credited															
2	KNXV	09/24/12-09/30/12		M-F 6pm-630pm		6pm-630pm	---ThF----	:30		(\$500.00)		0.00	NM		
Credited															
N 12	KNXV	10/02/12	10/03/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-TW----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TW----					2	\$550.00		0.00			
N 13	KNXV	09/27/12	09/28/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	---TF--	:30	2	\$650.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---TF--					2	\$650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	09/24/12-09/30/12		M-F 630pm-7pm		630pm-7pm	---ThF----	:30		(\$650.00)		0.00	NM		
Credited															
2	KNXV	09/24/12-09/30/12		M-F 630pm-7pm		630pm-7pm	---ThF----	:30		(\$650.00)		0.00	NM		
Credited															
N 14	KNXV	10/01/12	10/03/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTW----	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----					3	\$650.00		0.00			
N 15	KNXV	09/28/12	09/28/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	----F--	:30	1	\$850.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	09/24/12-09/30/12		M-F 10-1035pm		10pm-1035pm	----F--	:30		(\$850.00)		0.00	NM		
Credited															
N 16	KNXV	10/01/12	10/02/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MT-----	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$850.00		0.00			
N 17	KNXV	10/02/12	10/02/12	Tuesday Prime B Tuesday Prime B	CM	8pm-9pm	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$3,500.00		0.00			
N 18	KNXV	09/30/12	09/30/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$350.00		0.00			



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Contract / Revision **310842** Flight Dates **09/27/12-10/03/12**

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Order Sep 00:13:00

Advertiser **Paton / Republican / Congr** Product **Paton for Congress**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N18	KNXV	09/30/12	09/30/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S	1		\$350.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	09/24/12-09/30/12		Su 8-9am	8-9am		-----Su	:30	(\$350.00)	0.00	NM			
Credited														
N19	KNXV	09/30/12	09/30/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00 NM	0	\$0.00
Rate revised from \$350 due to LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S	1		\$250.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	09/24/12-09/30/12		Su 5pm News	5pm-530pm		-----Su	:30	(\$250.00)	0.00	NM			
Credited														
N20	KNXV	09/30/12	09/30/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S	1		\$850.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	09/24/12-09/30/12		SU 10-1035pm	10pm-1035pm		-----Su	:30	(\$850.00)	0.00	NM			
Credited														
N21	KNXV	09/29/12	09/29/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$250.00	P-3	0.00 NM	0	\$0.00
Rate revised from \$350 due to LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S-	1		\$250.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	09/24/12-09/30/12		Sa 4pm/5pm News	4-430p/5-530p		-----Sa-	:30	(\$250.00)	0.00	NM			
Credited														

*Tax 1 Note: Tax 0.5%.

Totals 18 \$12,050.00